## Additional file 3. Overview of the images and products used for each product category

Category A) Breakfast cereals

	Product 1	Product 2	Product 3	Product 4	Product 5	Product 6
Image	MUESLI NUTS 450g	MUESLI MULTIFRUIT 450g	CRUNCHY MUESLI 1800H1-1800X	Country	EXTRA	EXTRA

## Category B) Crackers

	Product 1	Product 2	Product 3	Product 4	Product 5	Product 6
Image	VOLKOREN	KNÄCKEBRÖD  Addrus  Addrus	DELIKTIES VOLKTORT KNACKENOT	SESAM	Voltarue  **Polytamina** **Polytamin	crackers Volkoren Volkoren Volkoren Volkoren Volkoren Volkoren Volkoren

## Category C) Muesli bar



## Category D) Pizza

	Product 1	Product 2	Product 3	Product 4	Product 5	Product 6
Image		T Spirate Company		SALMI THE	Solome	PIZZA SALAMI